

Innovation and Advanced Learning

Annual Report 2009-2010



Innovation and
Advanced Learning

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Minister's Message

The Honourable Barbara Hagerman
Lieutenant Governor
Province of Prince Edward Island



I am very pleased to submit for your review the annual report for the Department of Innovation and Advanced Learning for the fiscal year 2009-2010.

This report provides the department's financial statements and a review of activities over the last year.

My staff and I look forward to continuing our efforts to build Prince Edward Island's economy and to strengthen its higher education in the year ahead.

Your Obedient Servant,

A handwritten signature in cursive script that reads "Allan V. Campbell".

Allan V. Campbell, Minister
Innovation and Advanced Learning

Deputy Minister's Message

To the Honourable Allan Campbell
Minister of Innovation and Advanced Learning



Dear Minister,

It is my pleasure to submit the 2009-2010 Annual Report for the Department of Innovation and Advanced Learning.

It is my privilege to serve as deputy minister in the department tasked with implementing the government's economic strategy, Island Prosperity - A Focus for Change. I am very pleased with the progress we have made generating new economic opportunities for all Islanders.

I would like to thank staff who have worked diligently during the past year to assist government to meet its objective to create a strong, vibrant economy. I look forward to continuing this important work.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'M Mayne', written in a cursive style.

Michael Mayne
Deputy Minister

Overview

In June, the Honourable Tony Clement, Minister of Industry, and Premier Robert Ghiz, announced \$10.5 million each for \$21 million in infrastructure investments at UPEI and Holland College.

Eleven research and development proposals were offered funding under the Discovery and Development Fund, an Island Prosperity Strategy program to encourage new product development through partnerships between primary resource industries, the private sector and research institutions.

Eleven UPEI graduate and post-doctoral students were awarded funding through the Island Prosperity Strategy to support their research work in areas aligned with the government's innovation and economic strategy.

Premier Ghiz announced further support for research by awarding Dr. Russ Kerr, CEO of Nautilus Biosciences Canada Inc., the Medal for Innovation, while UPEI researchers and industry leaders, Dr. Larry Hammell and Dr. Greg Keefe, were named to the five-year appointments as Industry Research Chairs.

In September and October, Minister Campbell welcomed a number of promising IT businesses that expanded to Prince Edward Island. Virtual-Agent Services (VAS) opened a contact centre in Central Bedeque, and the companies MDDx Corporation and Millennium Care Inc. expanded to Summerside.

The department launched two important publications in September. An Atlantic Canadian literacy action plan, *Literacy: Key to Learning and Path to Prosperity – An*

Action Plan for Atlantic Canada 2009-2014, was created to help meet the department's goal to promote continuing education in the province, and the Third Edition of the Career Profile Handbook was published to give Islanders an introduction to the many career opportunities available in the province.

Minister Campbell also announced the creation of a Public Internship Program to give recent post-secondary graduates an opportunity to develop skills through work experience.

Federal and provincial governments partnered to provide funding to help Nature's Crops International build a bio-refinery to extract oil, giving farmers the opportunity to process a new rotational crop and market products to food, cosmetics and pharmaceuticals markets.

Federal and provincial government partnered to support Amalgamated Dairies Limited (ADL) to invest in new technology to diversify its offerings.

The Government of Canada and the Province also partnered to support the bioscience firm Phytterra Yeast Inc. to expand to a new facility in Summerville.

January 2010 saw the Island Prosperity Strategy fund 16 research and development proposals through the Innovation PEI Pilot Fund. The fund provided seed money to entrepreneurs and scientists to test innovative and high-risk ideas with commercialization potential.

Minister Campbell congratulated the women enrolled in the Trade HERizons program designed to help prepare them for careers in trades and technology.

In February, Minister Campbell announced the presentations to be funded by the Premier's Innovation Speaker Series, an initiative of the Island Prosperity Strategy. The series is bringing world-class experts to Prince Edward Island to share ideas.

The Ministry's Community Internship Program provided several recent post-secondary graduates with work experience on the Festival of Small Halls, an initiative of the Rural Action Plan.

The IT company Geosurf Inc., which serves oil and gas companies and municipal governments, created new jobs by expanding its offices to the KenNet building in Kensington.

In March, the department partnered with the University of Prince Edward Island to encourage business development through the LaunchPad business incubator, providing office space, communications technologies, and professional mentors from the School of Business.

Aperçu

En juin, l'honorable Tony Clement, ministre de l'Industrie, et le premier ministre Robert Ghiz ont annoncé qu'ils investiraient 10,5 millions de dollars respectivement dans l'infrastructure de l'Université de l'Île-du-Prince-Édouard et du Holland College, pour un total de 21 millions de dollars.

Onze projets de recherche et développement ont reçu du financement par le biais du Fonds Découverte et Développement, un programme de la Stratégie de prospérité insulaire qui encourage la création de nouveaux produits en établissant des partenariats entre les industries de matières premières, le secteur privé et les établissements de recherche.

Onze étudiants aux études supérieures et postdoctorales ont reçu des subventions dans le cadre de la Stratégie de prospérité insulaire pour appuyer leurs recherches dans des domaines liés à la stratégie d'innovation et de développement économique de la province.

Le premier ministre Ghiz a annoncé un soutien accru à la recherche en décernant la médaille de l'innovation à Russ Kerr, président-directeur général de Nautilus Biosciences Canada Inc. En outre, Larry Hammell et Greg Keefe, chercheurs pour l'Université de l'Île-du-Prince-Édouard et chefs de file de l'industrie, ont chacun obtenu un mandat de cinq ans à titre de présidents de la recherche industrielle.

En septembre et en octobre, le ministre Campbell a accueilli plusieurs entreprises prometteuses du domaine des TI qui ont voulu étendre leurs activités à l'Île-du-Prince-Édouard. Virtual-Agent Services (VAS) a ouvert un centre de contact à Central Bedeque, et les entreprises MDDx Corporation et Millennium

Care Inc. ont élargi leurs activités à Summerside.

Le ministère a publié deux documents importants en septembre, dont *La littératie : une clé d'apprentissage et une voie vers la prospérité*. Il s'agit du plan d'action 2009-2014 en matière de littératie au Canada atlantique qui aidera le ministère à promouvoir l'éducation permanente dans la province. En outre, l'on a publié la troisième édition du *Career Profile Handbook*, qui présente aux Insulaires les nombreuses possibilités de carrière offertes dans la province.

Le ministre Campbell a aussi annoncé la création d'un programme de stages au gouvernement qui donnera l'occasion aux nouveaux diplômés des écoles postsecondaires d'acquérir des compétences par le biais d'expériences professionnelles.

Les gouvernements fédéral et provincial ont établi un partenariat afin d'offrir du financement à Nature's Crops International en vue de bâtir une bioraffinerie pour l'extraction du pétrole, donnant ainsi l'occasion aux agriculteurs de pratiquer une nouvelle culture alternée et de vendre des produits aux marchés de l'alimentation, des cosmétiques et des produits pharmaceutiques.

Le gouvernement provincial s'est associé au gouvernement fédéral afin d'appuyer Amalgamated Dairies Limited (ADL) et ses investissements dans de nouvelles technologies en vue de diversifier ses activités.

Les gouvernements fédéral et provincial ont également établi un partenariat pour aider Phytterra Yeast Inc., une entreprise du domaine des biosciences, à étendre ses activités dans une nouvelle installation à Summerville.

En janvier 2010, la Stratégie de prospérité insulaire a financé seize projets de développement et recherche par le biais du Fonds pilote de l'Î.-P.-É. Ces subventions de démarrage ont permis à des entrepreneurs et des scientifiques de tester le potentiel de commercialisation d'idées innovatrices qui comportent des risques élevés.

Le ministre Campbell a félicité les femmes inscrites au programme Trade HERizons, conçu pour les préparer à une carrière dans le domaine des métiers et de la technologie.

En février, le ministre Campbell a annoncé qu'une série de discours sur l'innovation serait présentée et financée dans le cadre d'une initiative de la Stratégie de prospérité insulaire. La série attirera des experts de renommée mondiale à l'Île-du-Prince-Édouard dans le but de favoriser le partage d'idées.

Le programme de stages communautaires du ministère a permis à plusieurs nouveaux diplômés d'écoles postsecondaires d'acquérir une expérience de travail par le biais du Festival des salles communautaires, une initiative du Plan d'action rural.

De nouveaux emplois ont été créés grâce à Geosurf Inc., qui a choisi d'établir des bureaux dans l'édifice KenNet à Kensington. Cette entreprise du domaine des TI dessert les sociétés pétrolières et gazières ainsi que les gouvernements municipaux.

En mars, le ministère s'est joint à l'Université de l'Île-du-Prince-Édouard pour encourager l'expansion des entreprises par le biais de LaunchPad, un incubateur d'entreprise, en fournissant des locaux à bureaux, des technologies de communications, et des mentors professionnels de la School of Business.

Our Vision

The Department of Innovation and Advanced Learning is working to diversify the economy and generate growth in priority sectors through innovation and competitiveness to create new economic opportunities for all Islanders.

Our Mission

The focus of the Department of Innovation and Advanced Learning is to diversify the economy and create a more innovation-driven economy that offers Islanders skilled, well-paid, year-round employment opportunities. It is a department priority to increase and improve the post-secondary training and education opportunities available all across Prince Edward Island to ensure Islanders have access to the training and education opportunities required to participate in the province's labour force.

Legislative and Other Responsibilities Assigned to the Minister of Innovation and Advanced Learning

Acts/Statutes

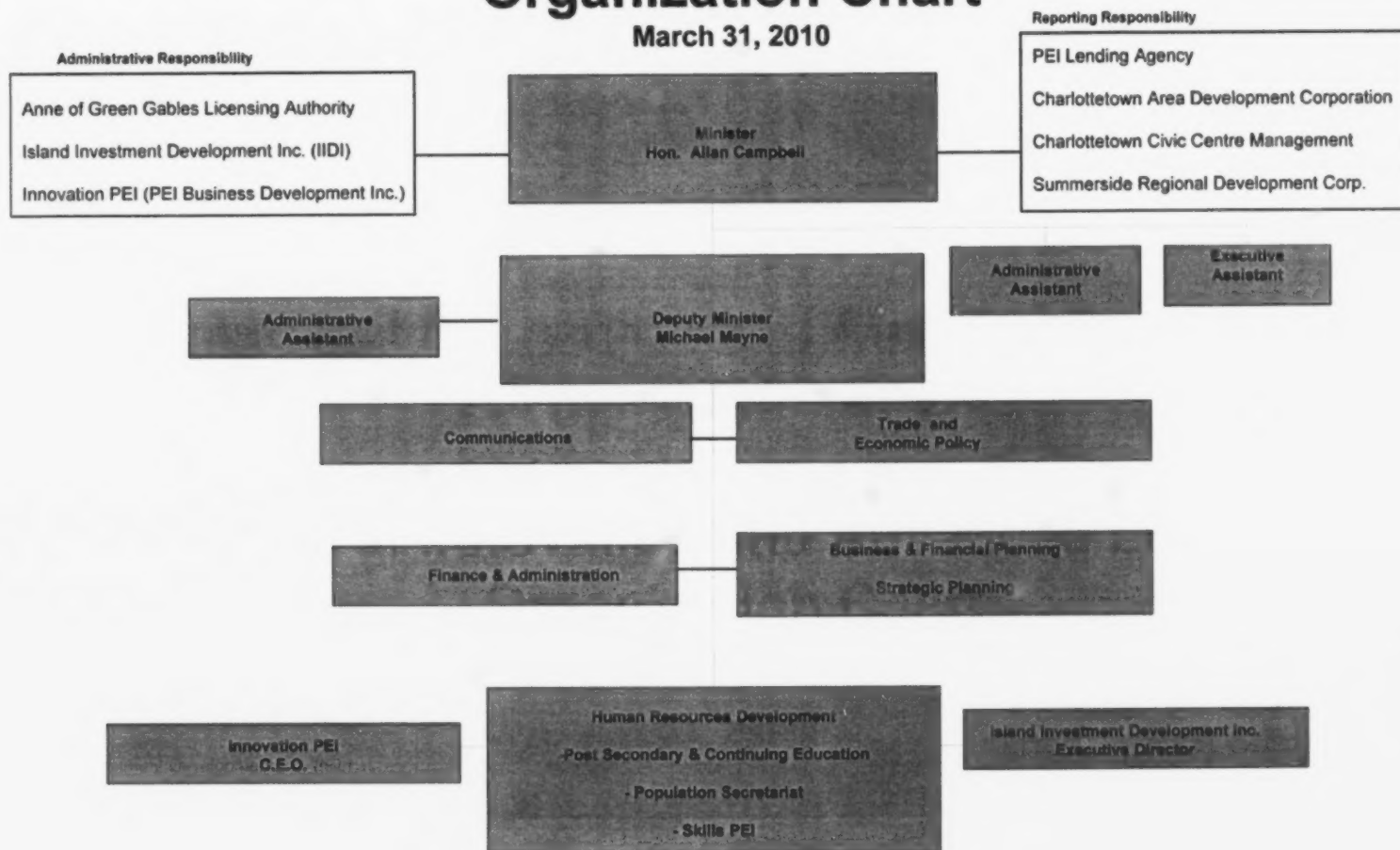
Apprenticeship and Trades Qualification Act
Area Industrial Commission Act
Employment Development Agency Act
Hairdressers Act
Holland College Act
Innovation PEI Act
Island Investment Development Act
Labour Mobility Act
Lending Agency Act
Maritime Economic Cooperation Act
Maritime Provinces Higher Education Commission Act
Private Training Schools Act
University Act

Board/Agencies/Commissions

Anne of Green Gables Licensing Authority
Charlottetown Area Development Corporation
Charlottetown Civic Centre Management Inc.
Community Advisory Boards (Various)
Corporate Services Ltd.
Food Technology Centre
Innovation PEI
Island Investment Development Inc.
PEI Lending Agency
Summerside Regional Development Corporation

Ministry of Innovation and Advanced Learning Organization Chart

March 31, 2010



Post-secondary and Continuing Education Division

Role of the Division

The Post Secondary and Continuing Education Division is responsible for programs and services relating to post-secondary education, training, literacy and adult learning in Prince Edward Island. Within the division, there are five areas of responsibility: Apprenticeship Training and Certification, Literacy, Post-Secondary Education, Private Training Schools and Student Financial Services.

Major Achievements

The Island led North America in the percentage of people who achieved the Grade 12 Equivalency Certificate through the GED process in 2009-10. Over 180 people have participated in the Trade Essentials (formerly Path to Success) research project. The initial assessment examined a range of trades including carpenters, cooks, welders, automotive service technicians, steamfitters/pipefitters and plumbers.

The project includes the incorporation of essential skills and prior learning assessment and recognition into the apprenticeship system. The tools are available online at www.tradeessentials.ca in both official languages.

The project concluded on March 26, 2010. Workplace Learning PEI Inc. is providing service delivery using the tools for assessments.

In 2009-2010 George Coles Bursaries in the amount of \$1,802,000 were awarded to 905 Island students attending all three publicly funded post secondary institutions.

Student Financial Services introduced the new online application in 2008 in partnership with our new student loan processing partner, the Department of Education in Nova Scotia. This long-awaited online option has been well-received by our students, and has significantly improved the application response time by Student Financial Services.

In the 2009-2010 academic year, the federal government introduced a number of Canada Student Grant Programs for eligible students studying at the undergraduate level. Over 4,700 up-front grants totaling approximately \$3.9 million were issued to Island post secondary students. These grants provided non-repayable funding to students that resulted in reduced provincial student loan debt for many students.

Activities

Apprenticeship Training

- Ninety-five apprentices graduated and received their Certificate of Qualification in May 2009 and certificates of Trade Qualification were issued to 199 tradespeople.
- Eighty-one new apprentices registered in a variety of trades.
- Four hundred apprentices attended in-school technical training.
- Presentations promoting apprenticeship and Accelerated Secondary Apprenticeship Program (ASAP) were delivered to 1,033 students at nine high schools and 13 youth were registered in ASAP.
- Eleven ASAP participants graduated with skill and time credits in their trade.
- Twelve ASAP bursaries awarded in June 2009, for a total value of \$12,000.
- Eleven women are enrolled in Trade HERizons, a non-traditional career exploration program that provides participants with an opportunity to explore careers in applied science, trades and technologies.

Literacy Initiatives Secretariat/General Educational Development (GED)

- More than 800 Islanders were enrolled in the Literacy/Adult Basic Education program which offers literacy programs, high school credits and GED Preparation courses free of charge.
- GED/ Grade 12 Equivalency tests were written by 420 people; 274 passed all five tests (Language Arts Reading, Social Studies, Science, Math and Language Arts Writing). All five tests must be passed to receive the Grade 12 Equivalency certificate.
- Nineteen adult learners received the High School Graduation Certificate for Mature Students following completion of credits required for the certificate.
- Two hundred Islanders attended information sessions on workplace learning opportunities.
- Three hundred Islanders attended Essential Skills information sessions, assessments and training delivered by Workplace Learning PEI Inc.
- Essential Skills: The Hub of Success project which began in January 2008 at Amalgamated Dairies Ltd. was completed in the spring of 2010. The project which includes assistance in establishing Essential Skills Learning Centres to help workers access learning opportunities at work has proven to be highly successful.
- Trout River Industries provided a week-long learning opportunity for all employees and continues to help employees access literacy and essential skills training.

Post-secondary

- University of Prince Edward Island's funding increased by \$ 7.8 million dollars
- Holland College's funding increased by \$8.4 million dollars.
- Collège Acadie's operating grant increased by \$320,000.
- The province and the federal government each contributed \$10.5 million to two projects - the \$4 million UPEI Essential Physical Infrastructure Project and the \$17 million construction of the Holland College Centre for Applied Science and Technology.
- Government committed \$7.2 million for the capital costs of renovation and expansion of the new UPEI School of Nursing with construction to start in summer 2010.
- The new UPEI Accelerated Nursing program received \$881,300.
- Cabinet approved a 3 to 5 year infrastructure expansion and renewal proposal for Holland College in 2009. The province is covering half of the \$23 million cost of the expansion of the Prince of Wales Campus (construction of the Centre for Community Engagement and the Centre for Applied Science and Technology) and the extensive renovations and modernization to the Charlottetown Centre.

Private Training Schools

- A total of 16 private training schools were registered in 2009/10. One private training school , Granton Institute of Technology, became deregistered in September 2009.
- Eight hundred and thirty-one out of 1278 students enrolled in private training schools graduated in 2009-10.
- Two private training schools registered name changes: Applied Business College to Institute of Advanced Learning, and CompuCollege School of Business to Eastern College.

Student Financial Services

- Six hundred and eighty-seven Island students enrolled at Holland College and Collège Acadie Î.-P.-É. were awarded \$687,000 in Island Skills Awards. The Island Student Awards totalling \$608,400 were given to 1170 Island students attending the University of Prince Edward Island. These awards have been a tremendous success as registrations at both Holland College and UPEI continue to rise despite the national trend of declining enrolments.
- Canada Student Loans totaling \$20,953,531 were given to 3713 students, while 1,693 students received Provincial Student Loans, totaling \$5,464,233.

Skills PEI

SkillsPEI was established to manage the delivery of skills and training development programming funded by the Canada-Prince Edward Island Labour Market Development Agreement (LMDA), the Canada-Prince Edward Island Labour Market Agreement (LMA), the Strategic Training and Transition Fund (STTF) and provincial programs.

On October 5, 2009, the Province of Prince Edward Island assumed responsibility to strategically deliver a wide range of employment and training programs in an effort to improve the skills and labour force participation of Islanders throughout the province. The LMDA, LMA and the STTF provided support groups represented by both unemployed and low-skilled individuals as well as those affected by the recession.

SkillsPEI established six locations throughout the province and two satellite locations: Charlottetown, Summerside, Montague, O'Leary, Souris and Wellington. The province provided services to clients and organizations in both official languages.

The education and skill requirements of the Island's labour force have increased significantly and will need to continue to increase in order to meet the needs of employers in a new economy where the primary assets are people and knowledge.

The province has invested in:

- enhancing adult literacy, essential skills, and training;
- promoting continuous learning in the workplace;
- assisting workers in matching their skills with job opportunities; and
- collaborating with workers and employers to help workforce training needs.

Programs

The investment of federal and provincial labour market development program funds totaling over \$26 million was focused on building our pool of skilled workers. This amount represents full fiscal year funding for LMA and provincial programs and six months (October 1, 2009 to March 31, 2010) for LMDA programs.

In addition, the Prince Edward Island labour market benefitted from \$9 million under the LMDA prior to October 1, 2009. Outlined below are the programs and services that were supported by the LMDA, LMA, STTF and provincial funds.

Training PEI provides financial assistance to eligible individuals to help them develop the skills training they require to obtain long-term, meaningful employment. In 2009-10, SkillsPEI invested approximately \$13.5 million to assist people gain new skills.

Employ PEI encourages employers to hire eligible individuals and provide them with an on-the-job work experience to enhance their skills and employability. In 2009-10, SkillsPEI invested over \$1.2 million to support individuals to secure employment under the Employ PEI program.

Work Experience PEI provides financial support to organizations for projects that provide eligible individuals with work experience to enhance their employability and create or reinforce labour market skills that will increase their potential for long term employment. Although the primary focus of the program is to assist individuals to gain a valuable work experience, the program also fosters community development partnerships. In 2009-10, SkillsPEI invested over \$2.7 million in 58 community projects across the province to help people gain valuable work experience.

Self Employ PEI assists individuals to create employment for themselves by establishing their own business. Supports under this initiative include entrepreneurial support and customized coaching. In 2009 -10, SkillsPEI invested approximately \$900,000 to assist individuals experience self-employment under the Self-Employ PEI program.

Labour Market Partnerships provides support to employers, employer and employee associations, and communities in developing and implementing strategies for dealing with labour force adjustments and meeting human resource requirements. In 2009-10 SkillsPEI invested over \$700,000 to support various LMP projects.

Employment Assistance Services provides financial support to organizations to assist individuals to prepare for, obtain and maintain employment. Services may include employment counseling, career planning, personal and professional development, job search training, labour connections and providing labour market information. Services provided under this measure will be accessible to all unemployed persons and job seekers. Employment services are primarily delivered through external service providers and in 2009-10 represented an investment of over \$2.5 million.

Workplace Training provides financial support to employers in Prince Edward Island to assist in the development and provision of job-specific training. This program will support training initiatives by funding a portion of the salaries of employees while on training and other related training costs. In 2009 -10, SkillsPEI has invested over \$600,000 to assist individuals gain workplace training.

Post-Secondary Summer Program creates summer jobs for post secondary students by providing a financial incentive to Island employers who provide students with summer employment in their field of study. In 2009 -10, SkillsPEI invested over \$400,000 in this program.

Targeted Initiative for Older Workers – Passport to Employment increases labour market participation of mature workers aged 55 - 64. In 2009 -10, SkillsPEI in partnership with the federal government has invested over \$500,000 to assist mature Islanders to re-enter the workforce.

New Initiatives

Public Internship Program

The Public Internship Program provides participants with an employment experience and skill enhancement to better position them to secure permanent employment. These positions provide post secondary graduates with an interim work experience related to their skills and education. The Public Internship Program served as a bridge for graduates into the workforce. In 2009 -10, SkillsPEI invested over \$500,000 in this program.

Community Internship Program

The Community Internship Program provides recent graduates who are seeking a meaningful work experience to complement their post secondary training with an employment opportunity. In 2009-10, SkillsPEI invested over \$700,000 in this program.

Foreign Qualifications Assessment and Recognition

On September 29, 2009 the Province of Prince Edward Island signed the Pan-Canadian initiative on Foreign Qualifications Assessment & Recognition. The Pan-Canadian Framework articulates a joint vision based upon the principles of fairness, consistency, transparency and timeliness to improve foreign qualification assessment and recognition systems for regulated professions. The initiative is also intended to enhance workforce integration programs for new immigrants to Canada to enable them to work in their chosen profession.

Labour Mobility Act

In support of the Agreement on Internal Trade and labour mobility, the legislature passed the *Labour Mobility Act* on May 12, 2010 with an effective date for June 30, 2010. Labour mobility means that Canadians have the right to pursue a career in their chosen profession anywhere in the country. It is a key component in Prince Edward Island's ability to recruit and maintain a well-trained workforce to meet future labour market demands and continued economic growth.

Canada-Prince Edward Island Labour Market Agreement and the Strategic Training and Transition Fund

In an effort to address the labour market challenges facing Prince Edward Island, programs and services have been developed to assist those individuals who have traditionally been unable to benefit from existing labour market initiatives and who face specific challenges, are underrepresented in the labour force or have been affected by the current economic downturn. Unemployed individuals who are not EI eligible include: youth, immigrants, visible minorities, older workers, persons with disabilities, aboriginal people, social assistance recipients and women. Programs may also assist employed individuals who are low-skilled.

An annual plan was developed for the 2009 -10 fiscal year to identify priorities and spending. This plan received concurrence from the federal government. Programs under the LMA included: Co-op Experience, Public Internship, Immigrant Work Experience, Trade HERizon, Community Engagement Programs at UPEI, PEI Works, Wage Subsidy, Skills Training, Self-Employment and Workplace Training. In 2009 -10, SkillsPEI supported over 1,000 individuals in training programs and services under the LMA and the STTF.

Population Secretariat

Overview

The year 2009 was a developmental year for the Population Secretariat. Notably, there were staffing changes within the team, including the addition of a new Executive Director position in the summer of 2009, a new Manager of Population Services, and changes among officer level positions. To accommodate the new team and its growing needs, and the relocation of SkillsPEI and the division of Post Secondary and Continuing Education to the Atlantic Technology Centre, the Population Secretariat offices underwent some minor renovations.

These changes also meant the expansion of programs and services and scope of objectives. The Population Secretariat set out to achieve population sustainability and explore new opportunities for population growth. This is achieved by increasing employable skills for Islanders; improving retention, immigration, national prospecting and providing expatriates with reasons and avenues to return home for career and lifestyle opportunities.

Settlement

CIC Portal

Citizenship and Immigration Canada (CIC) allocates funds to individual jurisdictions to increase the quality and quantity of online content for potential and landed immigrants. The desired outcome is improved recruitment, settlement and integration of newcomers, as well as the retention of immigrants. The Population Secretariat is responsible for the Citizenship and Immigration Canada (CIC) Portal Fund. The Island has received approximately \$808,000 over the span of the four-year agreement. The agreement began during the 2006-07 fiscal year, with an end date of 2009-10 fiscal year-end. A one-year extension has been granted by CIC allowing the province to receive an additional \$211,000 for the 2010-11 fiscal year. CIC is currently conducting an evaluation of the program that may result in a new five-year agreement.

The funding extension allows the Population Secretariat to provide additional financial resources to projects that support immigration recruitment, settlement and retention. Initiatives include improvements and expansion to OpportunitiesPEI.ca and PEIJobLink.ca, research, translation, and other community-based settlement tools. Additionally, resources can also be made available to stakeholders for projects such as resource libraries, website improvements, videos, research and promotional literature.

This year's projects included a multilingual website for the Association of Newcomers to Canada, phase one of the redesign of OpportunitiesPEI.ca, assisting the City of Charlottetown with the development of their Newcomer Orientation Guide, translation activities related to the Population Secretariat, and creating a photo catalogue that is representative of the diversity found in Prince Edward Island.

Carrefour Immigration Francophone

The Carrefour Immigration Francophone (CIF), formerly referred to as the Centre D'immigration Rural (CIR), was established to grow and retain the rural francophone population. CIF was initially mandated to settle newcomers to their region; educating their community on the benefits of being a welcoming community; and anti-racism campaigns to local schools and community centers. CIF recently expanded its mandate to include repatriation and is working towards a goal of settling 10 newcomer families per year. In 2007, the Population Secretariat made a commitment to provide operational funding to the CIF organization. The agreement totaled \$225,000 and 2009/10 was the third and final year of the agreement.

Retention

National Skills Competition 2009

During the summer of 2009, Prince Edward Island hosted The Canadian Skills Competition (CSC) for the first time. The competition provides an opportunity for young Canadians studying a skilled trade or technology to be tested against exacting standards and against their peers from across the nation.

Every year, the event brings together approximately 500 young people from all regions of Canada, along with their parents and advisors, to compete in over 40 trade and technology areas. Additionally, 5,500 students from across the Maritimes visited on school tours; over 200 host National Technical Council members attended, and 800-900 educators were present over the course of the competition. The Population Secretariat was responsible for the financial management of the provincial contribution.

PERCÉ

PERCÉ is a program that aims to raise the awareness of post-secondary students about the economic and cultural opportunities offered by the various communities of Prince Edward Island. The program offers the participants the opportunity to obtain paid work experience in their field of studies, while building networks to assist in obtaining future employment opportunities or job placements that correspond with their field of study.

One of the program's objectives is to establish a long-term strategy to motivate youth and assist them in understanding the advantages and benefits available within their home community.

Due to the program's overwhelming popularity and success, it was expanded in 2009 to all four Atlantic Provinces through funding from the Awareness and Retention Committee, a sub-committee of the Atlantic Population Table.

PEI Career Profile Handbook

The Career Profile Handbook was created to bring attention to potential careers within key sectors: agriculture, aerospace, bioscience, construction, financial services, IT, manufacturing and skilled trades, professional engineering, seafood processing, tourism and truck transportation. The industry sectors are each represented with a brief introductory description and a number of career profiles. Each one-page career profile provides a brief overview of the career, salary and job outlook expectations, recommended skills and attributes, general training required, training available and listings of companies that offer these careers.

The Handbook began as a tool for high school students, primarily grade eleven and twelve, as they prepared for graduation and entrance into the workforce and/or post-secondary study. However, both the reception has been impressive and demand has been widespread. Over 3,000 books have been distributed from October 2008 to present throughout Prince Edward Island, and also within Canada, the United Kingdom, the Netherlands and Germany.

The handbook is now available online, at all provincial libraries and Access PEI sites, as well as at many high schools and employment training centres.

Community Access Program and Youth Initiative

The Community Access Program (CAP) is a Government of Canada initiative, administered by Industry Canada and managed by the Population Secretariat. The program improves electronic access to government services; encourages on-line learning and literacy; fosters the development of community-based infrastructure; and promotes Canadian e-commerce. CAP is complemented by, the Community Access Program Youth Initiative (CAP YI), which employs young Canadians between the ages of 15 to 30 in various CAP sites across the country and province.

PEI received \$273,027 for the 2009 -10 fiscal year to provide assistance to the 38 CAP Sites across the province. The province received an additional \$321,406 this year for the CAP YI program to hire a total of 52 youth. The province supplements the federal funds, contributing \$161,700 to CAP and \$20,000 to CAP YI each year.

Settlement Services

As numerous participants of the Provincial Nominee Program continue to arrive, settlement services continue to be important. The Population Secretariat continues to build on the relationships established with settlement service providers in the province and collaborate on new initiatives.

Language Services

The Population Secretariat continues to fund language training for newcomers in partnership with CIC. A registration list is continuously monitored to ensure awareness of the demand for language training at any given time. In 2009/2010 the Population Secretariat increased the level of funding to \$1,166,224 from \$640,300. This funded 254 seats during the regular 2009 - 10 school year. Given that the registration list was still significant at the end of June 2009 it was decided to fund an additional 50 seats during a special summer session.

PEI Association for Newcomers to Canada

The PEI Association for Newcomers to Canada (PEIANC) is often the first destination for newcomers once they have arrived in the province. PEIANC provides a large variety of settlement, training, employment assistance and other services to newcomers.

In 2009 -10, the Population Secretariat increased financial commitment to the PEIANC to better meet the needs and increased volume of newcomers registering for services in 2009. The PEIANC has started a new program to offer integration services for immigrant women. The Women's Happiness Group meets monthly and helps address a gap in current settlement services. The PEIANC also organized its largest DiverseCity festival to date, an annual celebration of multiculturalism in the province.

In January 2010, the Executive Director of the PEIANC, Dr. Kevin Arsenault, stepped down. Dr. Arsenault oversaw exceptional growth at the PEIANC as the need for settlement services grew. Mr. Craig Mackie has since taken over the role as Executive Director.

During the 2009-2010 fiscal year, the PEIANC registered the following statistics:

Top Source Countries

1. China - 690
2. South Korea - 78
3. Iran - 75
4. Taiwan - 40
5. United Kingdom - 31

Total clients - 1,269

Top Categories Requesting Services:

1. Provincial Nominees - 938
2. Visitor Visas - 55
3. Work Permit - 73
4. Refugee (CR1 Government Assisted) - 61
5. Study Permit - 33
6. Spouse - 24

Confederation Centre Library, English as a Second Language Tutoring Program

The Population Secretariat was pleased to renew financial support, for a third time, to the Confederation Centre Library for their largely successful English as a Second Language Volunteer Tutoring program.

This program provides newcomers with the opportunity to practice their spoken language skills in a friendly and social setting. This program benefits the entire province as purchased resources, such as print and electronic language learning tools, can be distributed, when needed, to any of the 26 provincial libraries.

This program relies on the dedication of volunteers to provide service to newcomers. These volunteers are provided with proper resource training prior to being partnered with newcomer students.

The training tools and resources include a significant print and audio library for tutors and learners, some of which are available for lending and others for use in the library.

At present, there are approximately 300 newcomers matched with volunteer trainers

Repatriation

East Coast Connected

The Population Secretariat and Innovation PEI have entered into a second annual agreement with East Coast Connected (ECC). ECC is a non-profit group developed in Toronto by expatriates from Atlantic Canada to promote Atlantic Canada. Specifically, East Coast Connected has been formed to:

- Create a community hub and strengthen the bonds between Atlantic Canadians living in Toronto.
- Extend this community's scope to include those who have ties to the Atlantic Provinces through extended families, business or schooling.
- Promote regional development in Atlantic Canada through the exchange of capital, knowledge and creativity.
- Provide a forum in which business, political, academic and cultural leaders in Atlantic Canada can engage the Atlantic community in Toronto and vice versa.

The Province has engaged ECC to assist in reaching out to its membership of Atlantic Canadian expatriates to communicate employment opportunities and encourage repatriation at events such as the annual Atlantic Business Summit, social networking events and through surveys and newsletters.

Old Home Week

The Population Secretariat made its second appearance at the Old Home Week Exhibition and Agricultural Fair in August 2009. The Population Secretariat's presence consisted of a booth within the Agriculture Exhibition area and floaters who covered all other areas of the grounds. Old Home Week provides the Population Secretariat with an opportunity to connect with expatriates who are home on the Island for vacation, as well as the family and friends of those living away. The Population Secretariat also provided provincially branded Population Secretariat postcards to family and friends of those living off-island so they may be mailed with the message "It's Time You Come Home to PEI."

Information and Statistics

Statistics, information and research are critical to the operation and relevance of the Population Secretariat. It is these items that assist in the creation of new policies including language training, settlement services, attraction and recruitment, retention and others.

The majority of information and statistics collected and distributed by the Population Secretariat have come from the Economics, Statistics and Federal Fiscal Relations division of Provincial Treasury, Citizenship and Immigration Canada, Statistics Canada and the PEI Association for Newcomers to Canada, with other information coming from many sources and stakeholders. This information is used to assist in policy development and strategic planning for the Population Secretariat, as well as for other provincial department policy and planning-related activities. The Population Secretariat has also assembled a library of statistical and research resources.

Recruitment

PEI JobLink.ca / OpportunitiesPEI.ca

The PEI Job Link / Opportunities PEI web portal is a tool that is essential to newcomer recruitment and retention. While the PEI Job Link section is focused on the emerging and primary industries in Prince Edward Island and connecting job seekers with companies, Opportunities PEI gives international users additional information on how to immigrate to the province and links to programs, such as the Provincial Nominee Program. Each site collects resumes from potential recruits that can then be searched by Island companies. All individuals recruited by the initiatives are encouraged to sign-up for the free services within PEI Job Link. This increases the number of registered job seekers, which in turn provides more selection for hiring/expanding companies.

Federal Skilled Worker Backlog

The Federal Skilled Worker Backlog list is an initiative of Citizenship and Immigration Canada in cooperation with Canadian provinces and territories. The backlog list was created in response to Bill C50, which outlined federal changes to the Canadian immigration process. These changes included expediting the processing of immigration applicants wishing to move to Canada as skilled workers.

Citizenship and Immigration consulted the federal skilled shortage lists to develop lists of candidates that would be a suitable fit for each province and territory. The Population Secretariat is working with the list of suitable candidates to assess their interest in relocating to Prince Edward Island and suitability to labour force demands.

The following occupations were reviewed for potential relevance to Prince Edward Island's workforce needs:

- General Practitioners and Family Physicians
- Restaurant and Food Service Managers
- Registered Nurses
- Specialist Physicians
- Information Systems Analysts and Consultants
- Computer Programmers & Interactive Media Developers
- College and other Vocational Instructors
- Veterinarians
- Aircraft Mechanics and Inspectors

Recruitment Fairs

Recruiting quality skilled workers that correspond with provincial skill shortages remains a priority of the Population Secretariat. A key factor in the success of recruitment missions is the importance of reliable information from Island employers. Prior to committing to recruitment events, a significant amount of industry consultation is done to identify the degree of demand for skilled workers.

In 2009, the Population Secretariat participated in Destination Canada through partnership with stakeholders. Organized by the Canadian Embassy in France, Destination Canada is designed to greatly facilitate the recruitment of highly skilled bilingual workers from France and Belgium. Destination Canada provides a well-established avenue for Prince Edward Island to expand francophone recruitment at overseas events.

The Destination Canada mission drew 2,000 participants in France and Belgium and took place in November 2009. Prince Edward Island had two representatives present to meet with potential newcomers, including French language teachers and other professionals, which are necessary for the continued development of francophone communities in the province. These representatives met one-on-one with 200 potential newcomers.

Acadian and Francophone Community Economic Immigration Strategy

The Population Secretariat has partnered with Le Réseau de développement économique et d'employabilité (RDÉE) to develop an overall vision for economic immigration for the Acadian and Francophone community. The strategy will provide a strong, cohesive, long-term vision that will assist the community to prepare for newcomers and to become competitive in attracting the necessary skills for an innovative and productive economy.

As the Acadian and Francophone community considers economic immigration to be an integral component of its overall community development for the coming years, fostering a sustainable population base is a priority. The RDÉE, and its partners, will work on a five-year strategy that will focus on: strengths and weaknesses of the community; employment and business opportunities; developing markets and promotional and evaluation tools for recruitment initiatives; providing settlement and integration support services; effective community integration; and addressing retention through evaluation and outcomes.

Finance and Administration Division

Finance and Administration provides support services to the operating divisions of the department. Major areas of responsibility include:

- Budget preparation
- Expenditure monitoring and forecasting
- Purchasing
- Invoice and expense claim processing
- Staffing
- Classification
- Payroll and benefits
- Staff development
- Other employee-related programs
- Records management

Trade Policy Division

Prince Edward Island's economy continues to be heavily dependent on the export of goods and services produced on the Island for the primary sectors of Agriculture, Fish/Seafood, and Tourism and the strategic sectors of Aerospace, Bioscience, Information Technology / Financial Services and Renewable Energy.

Various trade agreements, including the Agreement on Internal Trade (AIT) between the federal and provincial / territorial governments, govern interprovincial trade and international trade agreements that the federal government enters into. These provide the framework for Prince Edward Island companies to conduct business in Canada and around the world.

The activities of the Trade and Economic Policy Division focus on the areas of trade policy development, negotiation, advocacy and provincial coordination:

- 1) The Trade and Economic Policy Division represents the Government of Prince Edward Island on the Atlantic Procurement Coordinating Committee, which oversees the further development of the Atlantic Procurement Agreement. The agreement, which was entered into by the Council of Atlantic Premiers, aims to reduce interprovincial barriers related to purchasing of goods, services and construction by Atlantic provincial governments.

Work continues with the other Atlantic provinces on various other trade initiatives to further develop policies and a frameworks to help drive opportunities for businesses and companies regionally and in the United States.

- 2) Act as Prince Edward Island's Internal Trade Representative to ensure the interests of the province are represented and provide input into issues raised under various chapters of the Agreement on Internal Trade (AIT). The AIT is an agreement to reduce and eliminate trade barriers within Canada, entered into in 1995 with the Federal Government of Canada and the other Provincial and Territorial governments.

During the past year, work was completed on a revised Agriculture Chapter designed to reduce the restriction on interprovincial trade in agricultural products. In August 2009, the Chapter on Labour Mobility was amended to achieve full labour mobility across Canada for regulated professions to ensure that any worker certified, licensed or recognized in one province or territory is recognized in other provinces and territories.

Internal Trade Representatives are continuing work in other areas including Procurement, Person-to-Government Dispute Resolution, Financial Services, and the harmonization of Corporate Registration across the country to further ensure the free movement of goods, services, investment and human capital across Canada.

- 3) Represented the interests of the Government of Prince Edward Island on the Federal/Provincial/Territorial Committee of Officials on International Trade and actively participated in the Federal Government's ambitious free trade agreement agenda.

Completed negotiations with the Federal Government and the United States on a Canada-United States Procurement Agreement to enable Canadian businesses and companies to compete for public infrastructure projects in the United States which Canada was originally restricted from participating.

Act as Chief Negotiator for the Government of Prince Edward Island on a Comprehensive Economic and Trade Agreement with the European Union, and its 27 member states. The negotiations were launched in May 2009 and will be a significant boost to the Canadian economy, including Prince Edward Island, once completed in 2011.

- 4) Provide trade policy advice to government departments, agencies, boards, Prince Edward Island industry and represent the Government of Prince Edward Island with respect to various trade disputes or issues.

Appendixes

Appendix A

Departmental Staff Complement

Permanent

On March 31, 2010, the department had 68.75 permanent full-time equivalent positions. Following is a breakdown:

| | |
|---|--------------|
| Departmental Management | 5.00 |
| Skills PEI | 41.75 |
| Post Secondary and Continuing Education | 16.00 |
| Population Secretariat | <u>6.00</u> |
| | <u>68.75</u> |

Casual

Approximately 35 employees were employed on a temporary/casual/contract basis.

Appendix B

| Department of Innovations and Advanced Learning - Expenditures by Division | | |
|--|---------------------------|-------------------------------------|
| | Unaudited Actual \$ | Budget Estimate 2009/10 \$ |
| Departmental Management | | |
| Administration | 48,812 | 45,000 |
| Equipment | 2,350 | 6,000 |
| Materials, Supplies, and Services | 35,366 | 33,000 |
| Professional and Contract Services | 59,576 | 44,000 |
| Salaries | 936,299 | 954,700 |
| Travel and Training | 60,874 | 59,000 |
| Grants | 79,950 | 500,000 |
| | 1,223,227 | 1,641,700 |
| SkillsPEI | | |
| Administration | 248,183 | 93,900 |
| Equipment | 178,325 | 24,000 |
| Materials, Supplies and Services | 98,498 | 37,900 |
| Professional and Contract Services | 2,047,781 | 1,680,500 |
| Salaries | 2,049,527 | 2,305,200 |
| Travel and Training | 54,498 | 66,000 |
| Grants/Programs | 26,668,366 | 14,906,900 |
| | 31,345,178 | 19,114,400 |
| Population Secretariat | | |
| Administration | 154,825 | 127,500 |
| Equipment | 5,874 | 5,000 |
| Materials, Supplies and Services | 35,039 | 90,000 |
| Professional and Contract Services | 77,305 | 40,000 |
| Salaries | 520,850 | 630,000 |
| Travel and Training | 22,711 | 80,000 |
| Grants | 940,682 | 875,000 |
| | 1,757,286 | 1,847,500 |
| Training and Post Secondary Education | | |
| Administration | 81,145 | 92,900 |
| Equipment | 92,493 | 97,500 |
| Materials, Supplies and Services | 14,794 | 86,300 |
| Professional and Contract Services | 919,869 | 859,900 |
| Salaries | 904,850 | 1,009,800 |
| Travel and Training | 42,991 | 54,400 |
| Grants | 83,652,553 | 80,132,000 |
| | 85,708,695 | 82,332,800 |
| Department Total | 120,034,386 | 104,936,400 |



Design: Strategic Marketing and Graphic Design
Printing: Document Publishing Centre
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